

Mission:

To protect, promote & improve the health of all people in Florida through integrated state, county & community efforts.



Rick Scott
Governor

John H. Armstrong, MD, FACS
State Surgeon General & Secretary

Vision: To be the **Healthiest State** in the Nation

FOR IMMEDIATE RELEASE

September 11, 2014

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**Healthy Jacksonville Childhood Obesity Prevention Coalition to Recognize Local Health Heroes
Third Annual Awards Breakfast *Celebrating Healthy Kids and Active Communities In Duval County***

WHY: September is National Childhood Obesity Awareness Month

WHO: The Healthy Jacksonville Childhood Obesity Prevention Coalition ([HJCOPC](#)) with the Florida Department of Health in Duval County are recognizing community efforts to prevent and decrease childhood obesity and related healthcare costs in Duval County.

WHEN: Friday, September 12, 2014 | 8:00 – 10:00 a.m.

Event begins at 8:00 a.m. Awards presentation begins at 9:15 a.m.

Interview opportunities will be available at the completion of the event.

WHERE: WJCT | 100 Festival Park Ave | Jacksonville, FL 32202

THE ISSUE:

- Approximately 17 percent (or 12.7 million) of children and adolescents ages 2 to 19 in the United States are considered obese.¹
- 29.2 percent of high school students in Jacksonville consider themselves overweight or obese.²
- Nationally, childhood obesity alone is responsible for \$14.1 billion in direct health care costs.³
- The Florida Department of Health reports state that currently only 35 percent of all residents are at a healthy weight, while 25 percent are obese, and the rest are overweight.⁴
- During the next 20 years in Florida, obesity is expected to contribute to millions of cases of preventable chronic diseases such as type 2 diabetes, heart disease and cancer, costing an estimated \$34 billion.⁵

THE CELEBRATION:

- Local organizations have been collaborating for more than 13 years in efforts to reverse the tide of obesity in our community.
- Since 2001, the Healthy Jacksonville Childhood Obesity Prevention Coalition ([HJCOPC.org](#)), a public-private partnership comprised of more than 125 citizens, health care professionals, educators, business leaders and community organizations, has dedicated time and expertise to impact this health crisis.
- Collectively, the Coalition has engaged 24,080 children and 8,104 adults through fitness, healthy eating and advocacy initiatives.

INTERVIEW/PHOTO OPPORTUNITIES:

- State Representative Mia L. Jones, Special Assistant to Mayor Alvin Brown, City of Jacksonville
- Dr. Kelli Wells, Director, Florida Department of Health in Duval County
- Chris Porter, Sports Director, First Coast News
- 2014 *Heart of the Community Award* Honorees

More info: <http://hjcopc.org/september-national-childhood-obesity-awareness-month/>

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About Healthy Jacksonville Childhood Obesity Prevention Coalition

The Healthy Jacksonville Childhood Obesity Prevention Coalition (HJCOPC) is a public-private partnership devoted to reducing and preventing childhood obesity in Duval County. Citizens, business leaders and community organizations work to create healthy environments for children and families through advocacy, education, policy development and cultural changes.

Healthy Jacksonville is a program of the Florida Department of Health in Duval County and is the parent organization of Healthy Jacksonville Community Coalitions. The purpose of Healthy Jacksonville is to engage citizens and health professionals to improve the health of Duval County residents. Using the framework of Healthy People 2020 and via community coalitions, Healthy Jacksonville utilizes the tools of advocacy, expert knowledge, community outreach, policy development and environmental change to make a lasting positive impact on the health of our citizens.

1 <http://www.cdc.gov/obesity/data/childhood.html>

2 <http://www.dchd.net/health-data-resources/health-reports/category/87-youth-risk-behavior-survey-yrbs-2013>

3 <http://fasinfat.org/facts-economic-costs-of-obesity/>

4 <http://www.floridahealth.gov/diseases-and-conditions/disease-reporting-and-management/florida-epidemic-intelligence-service/documents/Healthiest-Weight-Journal.pdf>

5 <http://www.healthiestweightflorida.com/>